

IN THE CLAIMSListing of Claims:

Claims 1-8 (cancelled)

Claim 9 (currently amended): A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the [[a]] network, the method of personalized profile based advertising on one of the a-second hub processing units unit comprising the steps of:

receiving location data and user profile data from at least one mobile about an information processing unit from-a-first hub processing unit;

determining the presence of at least one item inside a sales location, the item being identified within the user profile data;

~~generating a personalized advertisement based upon the received location data as well as a user profile data associated with the information processing unit which includes one of:~~

a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location,

wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit; and

forwarding the personalized advertisement to the mobile information processing unit for display on an output device.

Claim 10 (currently amended): The method as defined in claim 9, wherein the mobile information processing units comprise ~~information processing units selected from the group of information processing units consisting at least one~~ of cellular phones, personal data assistants, car computer systems, wireless systems and personal communication devices.

Claim 11 (cancelled)

Claim 12 (currently amended): The method as defined in claim 9, wherein the step of generating a personal advertisement further comprises the sub-steps of:

adding at least part of the user profile data to the advertisement for display on the mobile information processing unit;

~~searching for advertisements in a database associated with the second hub processing unit for any ad profiles that match a user profile and if there are ads that match then performing the secondary sub-steps of:~~

~~determining whether or not a user location is close to a sales location and if user location is close to a sales location then performing the tertiary sub-steps of:~~

~~adding location information into the advertisement; adding personal data into the advertisement; and~~

~~terminating the generating of personal advertising step;~~

~~wherein if the user location and sales location are not if user location is close to a sales location then performing the tertiary sub-steps of:~~

~~adding personal data into the advertisement; and terminating the generating of personal advertising step;~~

~~wherein if there are no advertisements that match a user profile then terminating the generating of personal advertising step.~~

Claim 13 (currently amended): The method as defined in claim 12, wherein the adding of at least part of the personal user profile data for display on the mobile information processing unit includes adding profile data tertiary sub-steps further comprise adding personal data selected from the a group of personal profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the a user.

Claim 14 (currently amended): A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over [[a]] the network, the method of personalized profile based advertising on a first hub processing unit comprising the steps of:

~~detecting an active information processing unit;~~
~~connecting to the active information processing unit;~~
~~requesting user location data records and user profile data from the active information at least one mobile information processing unit; and if the location records exist then performing the sub-steps of:~~
~~— receiving active information processing unit location records;~~
~~— searching for sales locations close to the user location records;~~
~~determining if the user location data records indicate that if a user the mobile information processing unit is within [[in]] a sales location and if the user is in a sales location then performing the sub-steps of: leading in response to the mobile information processing system being within the sales location:~~
~~determining the presence of at least one item inside the sales location, the item being identified within the user profile data;~~
~~generating a personalized advertisement which includes one of:~~
~~a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and~~

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location.

~~map information from a first map database~~

~~determining if a user profile exists and if a user profile exists then performing the sub-steps of:~~

~~searching for a product in a products database;~~

~~determining if any product matches the user profile; and if a product matches the user profile then performing the sub-steps of:~~

~~generating a first map;~~

~~sending the first map to the active information processing unit;~~

~~wherein if no product matches the user profile then performing the sub-steps of:~~

~~generating a second map;~~

~~sending the second map to the active information processing unit;~~

~~wherein if a user profile does not exist then performing the sub-steps of:~~

~~generating a third map;~~

~~sending the third map to the active information processing unit;~~

~~wherein if the user location records indicate that a user is not in a sales location then performing the sub-steps of:~~

~~loading map information from a second map database;~~

~~determining user direction from the user location records;~~

creating a fourth map;
sending the fourth map to the active information processing unit;
wherein if the user location records do not exist then performing the sub steps of:
receiving an error message from the active information processing unit.

Claim 15 (currently amended): The method as defined in claim 14, wherein the first hub processing unit comprises an advertisement server in response to the mobile information processing system being outside the sales location, forwarding to the mobile information processing system for display thereon, a directional map to the sales location which includes a personalized advertisement based upon the location data as well as the user profile data associated with the mobile information processing unit.

Claim 16 (currently amended): The method as defined in claim 14, wherein the mobile information processing units comprise information processing units selected from the group of information processing units consisting of cellular phones, personal data assistants, car computer systems and personal communication devices.

Claim 17 (cancelled)

Claim 18 (currently amended): The method as defined in claim 14, wherein the first map providing general directional information of the sales location comprises at least one of:

a map to the matched product, the second map and third maps comprise generic aisle map maps for of the sales location, and
the fourth map comprises a driving map from [[a]] the user location to [[a]] the

sales location.

Claims 19-22 (cancelled)

Claim 23 (new): A computer program product for providing personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the computer program product comprising:

a computer readable storage medium readable by a processing circuit and storing computer instructions for execution by the processing circuit for performing a method comprising:

receiving location data and user profile data from at least one mobile information processing unit;

determining the presence of at least one item inside a sales location, the item being identified within the user profile data;

generating a personalized advertisement which includes one of:

a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location,

wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit; and

forwarding the personalized advertisement to the mobile information processing unit for display.

Claim 24 (new): The computer program product of claim 23, wherein the mobile information processing units comprise at least one of cellular phones, personal data assistants, car computer systems, wireless systems and personal communication devices.

Claim 25 (new): The computer program product of claim 23, wherein the generating the personal advertisement further comprises:

adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

Claim 26 (new): The computer program product of claim 25, wherein the adding of at least part of the user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.

Claim 27 (new): A hub processing system for providing personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the hub processing system comprising:

means for receiving location data and user profile data from at least one mobile information processing unit;

means for determining the presence of at least one item inside a sales location, the item being identified within the user profile data;

means for generating a personalized advertisement which includes one of:

a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location,

wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit; and

means for forwarding the personalized advertisement to the mobile information processing unit for display.

28. (New) The hub processing system of claim 27, wherein the mobile information processing units comprise at least one of cellular phones, personal data assistants, car computer systems, wireless systems, and personal communication devices.

29. (New) The hub processing system of claim 27, wherein the means for generating the personal advertisement further comprises:

means for adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

30. (New) The hub processing system of claim 29, wherein the means for adding at least part of user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.